



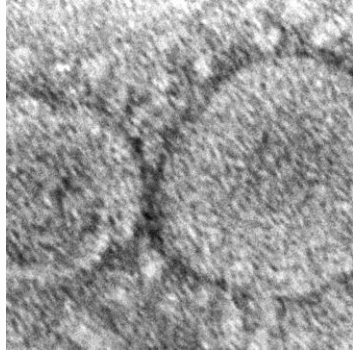
2022 Insights & 2023 Predictions



2022 INSIGHTS



FACEBOOK



Rock on 9/11

Women's Soccer Win

Chevy Ad

COVID Research

Rankings Video

- 14.1K engagements
- 452K reach
- Top FB post of 2022 with also the most shares (3.7K)

- 5K engagements
- 109.2K reach
- Top performing Athletics story on FB in 2022

- 4.5K engagements
- 200.7K reach
- Top performing media hit on FB in 2022 (via the LSJ)

- 4.3K engagements
- 214.8K reach
- Top performing research story on FB in 2022

- 1.5K engagements
- 99.5K reach
- Highest video views on FB in 2022 (115.9K views)

TWITTER



Female Sparty Grad

Lunar New Year

Sustainability Ranking

Fall Welcome Video

First Home Game

- 1.8K engagements
- 304.4K reach
- Top tweet of 2022 with the most engagements

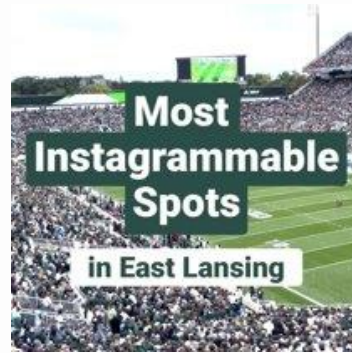
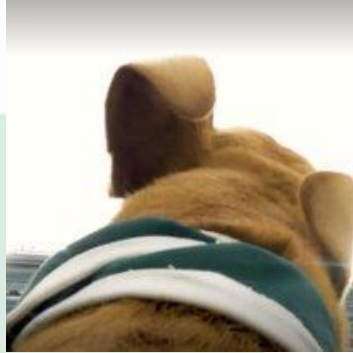
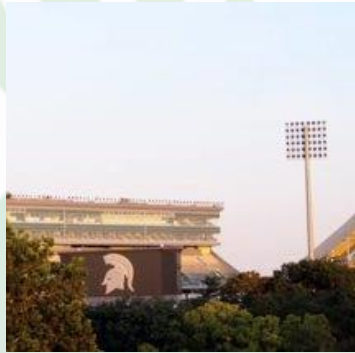
- 261 engagements
- Tweet with the highest reach of 2022 (1.4M)

- 492 engagements
- 334.5K reach
- Top news story on Twitter in 2022

- 833 engagements
- 1.3M reach
- Best-performing feature story on Twitter in 2022

- 1.4K engagements
- 372.6K reach
- Campus photo with the most engagements on Twitter in 2022

INSTAGRAM



Game Day Sunrise

- 22.6K engagements
- 292.7K reach
- Top IG post of 2022 with both the highest reach and engagements

Go Pro on Zeke

- 19.1K engagements
- 215.1K reach
- Second most popular IG post of 2022

Tag a Spartan

- 7.3K engagements
- 75.3K reach
- Most comments on an IG post in 2022 (1.6K)

IG Spots

- 12.1K engagements
- 122.8K reach
- Most saved IG post of 2022 (1.5K)

Sparty Grads 22

- 17.4K engagements
- 147.6K reach
- Part of 2022 commencement "wigglegram" series

NEW TACTICS AND CAMPAIGNS



Listicle Videos

- Series that highlights campus and EL spaces and places for prospective students in a new way

#SpartanBucketList

- Series that captures Spartan Bucket List items and ties into larger campaign
- QR code in Admissions viewbook will link to the IG playlist of these videos

RSO Highlights

- Part of Fall Welcome campaign, highlighting RSOs to drive sense of community
- 1.2M reach
- 403K video views

Game Day

- Created original video content for home games to highlight traditions and student experience
- 1M reach
- 896K video views

“Wigglegrams”

- 37 total posts institutionally, with campus partners and the president
- 74.4K engagements
- 3.7M reach

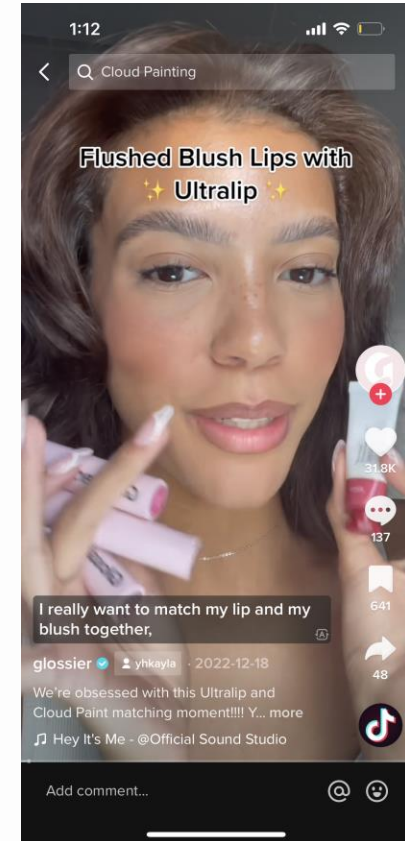


2023 PREDICTIONS



CREATOR CONTENT

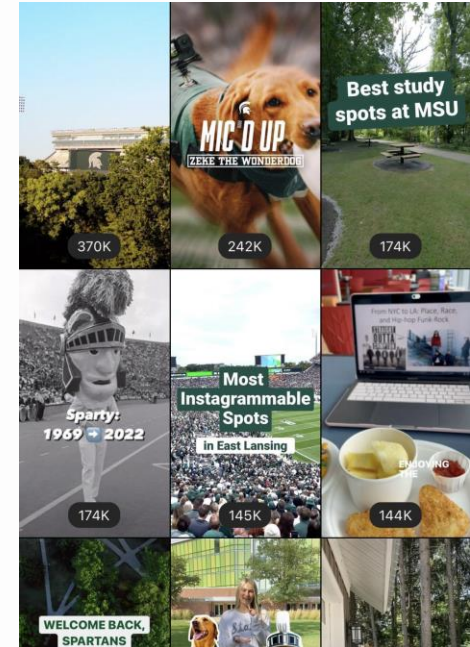
- UGC creators = paid to create UGC-inspired content for brands
- In 2022, influencer content was watched 13x more than media and brand content. Viewership will hit **10 trillion views per month** across all platforms this year.
- **Four out of five** Gen Z IG users agree that creators have as much or more influence on culture as more traditional celebrities.





VERTICAL VIDEO

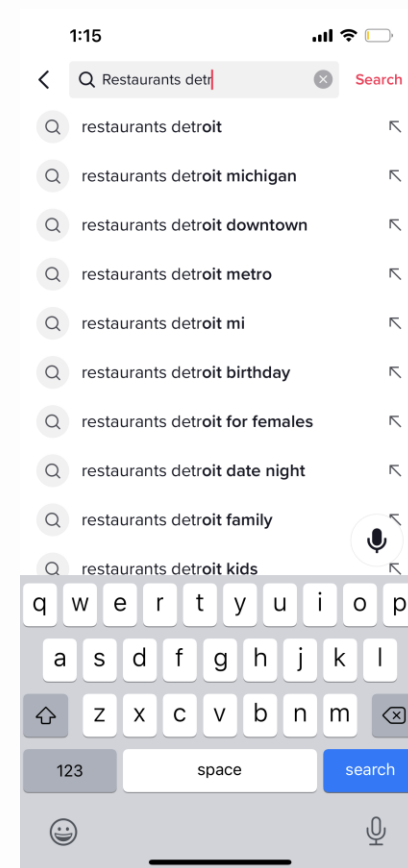
- According to Adweek, views on YouTube Shorts have generated an average of **30B views per day**.
- Almost two-thirds of YouTube viewing time stems from mobile devices. 83% of mobile video consumption on video sites and 92% on all sites — happens in **portrait mode**.
- The average American is **watching 80 minutes of TikTok every day**.





SEO & SEARCH

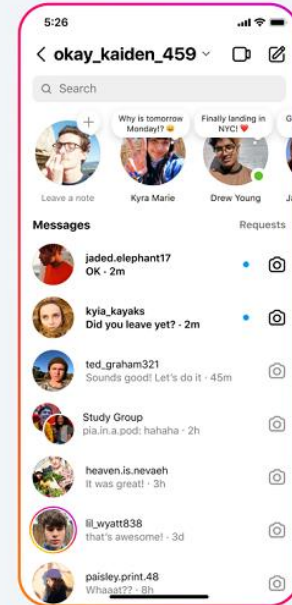
- **Nearly half of Gen Z** is using TikTok and Instagram for search instead of Google.
- Optimizing your posts with keywords is more important than ever.
- Users are looking for personal takes and experiences (think TikTok storytelling and honest reviews on Reddit).





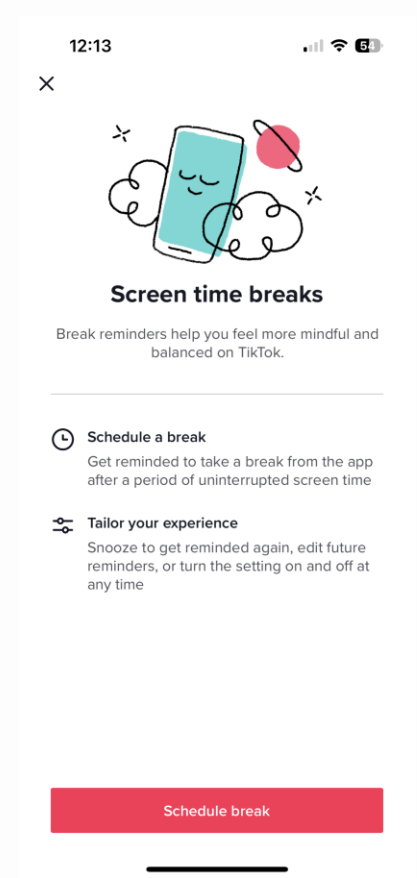
COMMUNITY

- IG is shifting its focus to community and conversation. Authenticity is everything.
- In 2023, brands will move away from personas and target their broader brand communities.
- With the rise of BeReal and IG's dupe, younger generations are going all-in on "in the moment" content. They no longer want to see content that is curated and filtered.



ENTERTAINMENT & JOY

- On TikTok, content is curated based on what communities find entertaining with 4 in 5 users saying the platform is very or extremely entertaining.
- Among users who took an action off-platform as a result of TikTok, 90% said the platform makes them happy and never gets boring.





AI

- We saw AI go mainstream in the last quarter of 2022 with the introduction of ChatGPT, Jasper Art and DALL-E.
- AI can officially do everything from writing essays and tweets to making human-like art.
- We are going to continue to see more and more AI effects, filters and generators being incorporated into content in 2023.





2023 PLANS & UPDATES



ADMISSIONS

- Create an aligned social media strategy that transitions recruitment efforts and support to institutional MSU social media accounts and allows for Admissions accounts to be dormant.
- Key platforms: Instagram, YouTube, Twitter





STUDENT CREATOR TEAM

- Team of 10 diverse undergraduate students who will be hosts, videographers and photographers.
- Each student is expected to create 1-2 pieces of content each month.
- Content focus will be on the student POV and will drive a sense of belonging to appeal to current and prospective students.





AUDIENCE REALIGNMENT

- Our primary audiences on social:
 - Young alumni
 - Current undergrad students
 - Prospective students